

**AMENDMENT TO THE CLAIMS**

1. (Currently Amended) An advertisement management method, comprising:

receiving programming content delivered as a scheduled lineup having an ~~advertisement inserted into a future~~ advertisement time slot;

categorizing the advertisement time slot ~~prescheduled advertisement~~ as ~~at least one of an~~ overrideable advertisement and a non-overrideable advertisement, wherein the overrideable advertisement time slot may have an associated advertisement replaced is replaceable with a different ~~another~~ advertisement, and wherein the non-overrideable advertisement time slot may not have the associated advertisement replaced is not replaceable and will be delivered as scheduled;

receiving an advertiser's request to replace the ~~prescheduled~~ advertisement with the [[a]] different advertisement;

determining whether the advertisement time slot ~~prescheduled advertisement~~ is categorized as overrideable;

determining whether the advertisement and the different advertisement are nearly equal in time length; and

if the advertisement time slot ~~prescheduled advertisement~~ is categorized as an overrideable ~~advertisement~~, then replacing the ~~prescheduled~~ advertisement with the different advertisement.

2. (Currently Amended) The method of claim 1, further comprising receiving a premium to replace the ~~scheduled overrideable~~ advertisement.
3. (Currently Amended) The method of claim 1, wherein the overrideable advertisement time slot is priced at a lower cost than the ~~scheduled~~ non-overrideable advertisement time slot.

4. (Currently Amended) The method of claim 1, further comprising providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers wherein the request to replace the advertisement with the different advertisement is based upon data obtained using ratings system technology that tracks program viewing activities for the purpose of identifying most valuable and least valuable potential consumers.
5. (Currently Amended) The method of claim 1, further comprising matching advertisements with the more-valuable viewers and with the less-valuable viewers broadcasting the programming content, including the different advertisement, to potential consumers.
6. (Currently Amended) The method of claim 5 1, further comprising wherein broadcasting the programming content comprises at least one of: broadcasting the programming content as a television broadcast, broadcasting the programming content as a radio broadcast, and broadcasting the programming content over a network.
7. (Cancel)
8. (Currently Amended) The method of claim 1, further comprising creating a log of events viewed by potential consumers wherein the request to replace the advertisement is based upon data obtained using marketing tools comprising at least one of: ratings systems that track program viewing activities by sampling a plurality of households and estimating the number of viewers of the programs using viewing activity data, focus groups that study the effectiveness of different types advertisements, and product sales reports.
9. (Currently Amended) An advertisement management method, comprising:  
  
receiving programming content delivered as a scheduled lineup having a first advertisement inserted into a future an advertisement time slot;

categorizing the advertisement time slot ~~first-prescheduled advertisement~~ as one of an overrideable advertisement and ~~[[a]] non-overrideable advertisement~~, wherein the overrideable advertisement time slot may have an associated advertisement replaced is replaceable with a different another advertisement, and wherein the non-overrideable advertisement time slot may not have an associated advertisement replaced is not replaceable and will be delivered as scheduled;

receiving an advertiser's request to replace the ~~first-prescheduled~~ advertisement with the different a second advertisement;

determining whether the advertisement time slot ~~first-prescheduled advertisement~~ is categorized as overrideable;

determining whether the advertisement and the different advertisement are nearly equal in time length; and

if the advertisement time slot ~~first-prescheduled advertisement~~ is categorized as overrideable, then replacing the ~~first-prescheduled~~ advertisement with the different second advertisement.

10. (Cancel)
11. (Currently Amended) The method of claim 9, further comprising receiving a premium to replace the ~~scheduled-overrideable~~ advertisement.
12. (Currently Amended) The method of claim 9, further comprising pricing the an overrideable advertisement time slot at a lower cost than the ~~scheduled~~ non-overrideable advertisement time slot.
13. (Currently Amended) The method of claim 9, further comprising providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers ~~wherein receiving the request to replace the first advertisement with the second advertisement is based upon data obtained using ratings system technology that tracks~~

~~program viewing activities for the purpose of identifying most valuable and least valuable potential consumers.~~

14. (Currently Amended) The method of claim 9, further comprising matching advertisements with the more-valuable viewers and with the less-valuable viewers ~~broadcasting the programming content including the second advertisement.~~
15. (Currently Amended) The method of claim 14 ~~9~~, further comprising wherein broadcasting the scheduled programming content comprises at least one of: broadcasting the scheduled programming content as a television broadcast, broadcasting the scheduled programming content as a radio broadcast, and broadcasting the scheduled programming content over a network.
16. (Cancel)
17. (Currently Amended) A system for managing advertisement programming, comprising:
  - a processor communicating with memory;
  - ~~wherein~~ the processor receives programming content delivered as a scheduled lineup having an ~~advertisement inserted into a future~~ advertisement time slot;
  - the processor categorizes the ~~prescheduled~~ advertisement time slot as ~~at least one of an~~ overrideable advertisement and ~~[[a]]~~ non-overrideable advertisement, ~~wherein~~ the overrideable advertisement time slot may have an associated advertisement replaced is replaceable with a different another advertisement, and ~~wherein~~ the non-overrideable advertisement time slot may not have the associated advertisement replaced ~~is not replaceable and will be delivered as scheduled;~~
  - the processor receives an advertiser's request to replace the ~~prescheduled~~ advertisement with the ~~[[a]]~~ different advertisement;
  - the processor determines whether the ~~prescheduled~~ advertisement time slot is categorized as overrideable;

the processor determines whether the advertisement and the different advertisement are nearly equal in time length; and

if the ~~prescheduled~~ advertisement time slot is categorized as an overrideable advertisement, then the processor replaces the ~~prescheduled~~ advertisement with the different advertisement.

18. (Currently Amended) The system of claim 17, wherein the system receives a premium to replace the ~~scheduled overrideable~~ advertisement.
19. (Currently Amended) The system of claim 17, wherein the overrideable advertisement time slot is priced at a lower cost than the ~~scheduled~~ non-overrideable advertisement time slot.
20. (Currently Amended) The system of claim 17, further comprising providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers ~~wherein the processor broadcasts the scheduled programming content including the different advertisement.~~